

## PENGARUH *BRAND CREDIBILITY* TERHADAP *PURCHASE INTENTION* PADA MASKAPAI PENERBANGAN CITILINK DI SURABAYA

Noviana Ismayanti

Jurusan/Program Studi: Manajemen Pemasaran

Pembimbing :

Dudi Anandya

Indarini

### INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh *Brand Credibility* terhadap *Purchase Intention* bagi pelanggan Citilink di Surabaya. Pengolahan data penelitian ini menggunakan program AMOS 22.0. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling* dengan jumlah sampel sebanyak 150 responden berusia minimal 17 tahun, berdomisili di Surabaya, berpendidikan minimal SMA, dan pernah menggunakan layanan Citilink dalam satu tahun terakhir.

Hasil penelitian ini menunjukkan bahwa *brand credibility* berpengaruh terhadap *decision convenience* dan *affective commitment*, *decision convenience* dan *affective commitment* berpengaruh terhadap *purchase intention*. Namun, *brand credibility* tidak berpengaruh terhadap *purchase intention*.

Kata kunci: *Brand Credibility*, *Decision Convenience*, *Affective Commitment*, *Purchase Intention*.

*THE EFFECT OF BRAND CREDIBILITY ON PURCHASE INTENTION  
IN CITILINK AIRLINE IN SURABAYA*

Noviana Ismayanti

*Dicipline/Study Programe : Marketing Management*

*Contributor :*

Dudi Anandya

Indarini

*ABSTRACT*

*This study aims to analyze the effect of Brand Credibility on Purchase Intention for Citilink's customers in Surabaya. This research data processing uses the AMOS 22.0 program. The sampling technique used was non-probability sampling with a total sample of 150 respondents, aged minimum 17 years old, living in Surabaya, having a minimum of High School education, and having used Citilink,s service in the last one year.*

*The results of this study indicate that brand credibility have a positive effect on decision convenience and affective commitment, decision convenience and affective commitment have a positive effect on purchase intention. However, brand credibility has no effect on purchase intention.*

*Keywords: Brand Credibility, Decision Convenience, Affective Commitment, Purchase Intention.*